

ABSTRACT

This research is based on the lack of knowledge of mothers about allergic health problems, especially how to prevent allergies in children. Allergy themselves is a reaction of an immune system to a certain object or substance that is considered dangerous, although it is actually harmless. Children with food allergies are more risky to experience malnutrition. The number of allergic cases in Indonesia reaches 30 per year. Allergy recurrence in children can be prevented by holding an allergy prevention campaign in children with 3K (know, consult, control). The methods used in this research are methods of observation, interviews, and library studies to the parties concerned so that it can be found a way to convey allergy prevention information in children to the target audience. The design of the campaign aims to increase the mother's understanding of child allergies and to prevent child allergies, so that child allergies and malnutrition can be handled in a creative way. This research will produce a health campaign using various media, which is digital and conventional media as a means of message delivery. It is hoped that this campaign can provide education for mothers in Bandung about allergies in children and help overcome problems that occur due to allergies.

Keywords: health campaign, child Allergy, allergy prevention